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**Organic vs Premium products: when pride is
more important than product quality**

Camilla Wanick Vieira

Dissertation presented as partial requirement for obtaining
the Master's Degree in Information Management

NOVA Information Management School
Instituto Superior de Estatística e Gestão de Informação

Universidade Nova de Lisboa

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ORGANIC VS PREMIUM PRODUCTS: WHEN PRIDE IS MORE IMPORTANT THAN PRODUCT QUALITY

by

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Dissertation presented as partial requirement for obtaining the Master's Degree in Information Management, with specialization in Marketing Intelligence

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DEDICATION

This dissertation is dedicated to my family, who always supports me no matter what: my parents Anderson and Virginia; my sisters Vanissa and Cynthia; my brother Alexandre; and my grandparents Paulo, Ilka and Sylvio (*in memoriam*).

ABSTRACT

The growing concern with the environment over the past years reflects into changes in consumer behavior and an increased willingness to buy products that are benign for the planet. This study investigates the behavior of consumers when choosing between a product that is perceived to be green and more sustainable and another product that is perceived to offer superior quality (e.g. premium), in order to better understand consumer behavior. For the development of this research, two separate experimental studies were conducted. The first was a pilot study based on respondents' habits to choose which green product between organic, from fair trade and from local production would be used in the main study. After choosing the organic category, a second study was performed to explore the effects that environmental values, product quality, price and pride (as an emotion) have on consumer's perception and what influence would they have in consumer purchase satisfaction when choosing between an organic and a premium olive oil. The findings of this study is aligned with previous literature as it reinforces consumers' interests in the environment and their health. For instance, findings demonstrate that the ones who buy organic products show a considerably increased environmental concern than those who buy premium products, that purchase satisfaction is moderated by environmental values and that organic products are perceived to be healthier than premium ones. Furthermore, our results demonstrate that price and quality would not influence the perception of an organic product, whereas perception would be strongly affected by consumers' feeling of pride. More specifically, this research evidences that pride mediates consumer satisfaction depending on the product chosen (organic or premium) and that consumers feel prouder when consuming an organic than a premium product regardless of its quality, which brings meaningful value to marketers as it helps them understand customer needs by studying their sustainable beliefs, values, attitudes and behaviors.

KEYWORDS

Consumer behavior; organic products; premium products; pride

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1. INTRODUCTION

Imagine yourself going to the supermarket to buy some food for dinner. While walking through the aisles, you can find several options under a single product category: some products are said to be produced locally, some are from fair trade production, some have the organic label and you can also find products with a premium label, for example. Given so many options, which product would you buy?

The growing concern with a healthier lifestyle and the preoccupation with the environment (Pícha & Navrátil, 2019) leads people to search for products perceived to be “green”, that is, products that are environmentally friendly, and even change their consumption habits to reduce their impact on the environment (Nielsen, 2019). It also makes them question what kind of product they are buying and consuming. As a result, they start to wonder where the product comes from, which ingredients does it has, and how it is produced and distributed. However, these are not the only influencers on a purchase decision, as it also involves money, product quality and visual appeal, for instance (Ketelsen et al., 2020; Paço et al., 2019).

Previous research indicates that another important factor that mediates product choice is emotion, not only in the context of product trade-offs in general but also regarding the dimensions of sustainable consumption (Luchs et al., 2012). Additionally, studies suggest that a persons’ social status influences the desire for green products, that is, people tend to choose green products over non-green products because of a reputation within a group, even if that means to buy a product of lower quality (Griskevicius et al., 2010).

Despite of the strong support for the environment and the apparent willingness to consume green products, previous studies indicate that the market share of sustainable products is still low (Joshi & Rahman, 2015; Luchs et al., 2010; Luchs & Kumar, 2015). This suggests that a lower number of consumers purchase products recognized as more sustainable and that the environmental impact of their purchases is commonly neglected.

Based on this scenario and with the objective of better understanding consumer purchase decisions, it is important to understand what influences the consumer’s perceptions of a given product. Given the different options of products perceived to be green, we took as example for this study the category of organic products. And, regarding the emotions associated to the purchase decision making process, we decided to explore *pride* as studies indicate that both green and premium products are associated to pride amongst other emotions (McFerran et al., 2014; Tracy & Robins, 2007).

More specifically and aiming a more dynamic study, we chose olive oil as an example of product to be used in this research. Olive growing is a significant agricultural activity in Portugal, with earnings representing nine percent of the value of all of Portugal’s annual agricultural production, which makes this country the ninth largest producer of olive oil in the world, behind Spain, Italy and Greece (Olive Oil Times, 2019, 2020). Besides, six per cent of the olive growing area in Portugal is used for organic olive farming (Olive Oil Market, 2017).

Formally, this project aims to answer the following research question: How pride, quality, price and environmental values affect consumers choice between an organic and a premium product?

The current research is organized as follows: in the first section of this paper, a theoretical background will be introduced, explaining the current trends in organic farming and sustainable development, the concerns with the environment as well as the relationship between price, product quality and pride (as an emotion), when choosing a product on a purchase. Later on, five hypotheses to be studied will be presented, along with the research model.

After the literature review, the methodology of the research will be presented, with a general overview of the studies performed, followed by the detailed description of the participants involved, the procedure and measures applied in each study, and the results obtained. Finally, with the studies properly described, the last part of this research will be dedicated to the general discussion related to the study findings, conclusions, limitations and suggestions for future research.

2. THEORY AND HYPOTHESES

2.1. ENVIRONMENTAL VALUES

During the last decade, the consumption of goods and services has strongly increased worldwide, leading to depletion of natural resources and severe harm to the environment such as global warming, higher environmental pollution, and changes in flora and fauna (Chen & Chai, 2010). Along with the increasing environmental awareness, it is increasing the concern with health and food quality, which makes people question modern agriculture practices.

More and more consumers in Europe are looking for products that are produced with natural substances and processes and organic food is no longer a niche market, even though it still only accounts for a minor proportion of the total agricultural production in the European Union (European Parliament, 2018). But what does “organic” really means? As defined by the European Parliament and the European Council (2018):

Organic production is an overall system of farm management and food production that combines best environmental and climate action practices, a high level of biodiversity, the preservation of natural resources and the application of high animal welfare standards and high production standards in line with the demand of a growing number of consumers for products produced using natural substances and processes (p.1).

The organic food market in Europe is lucrative and showed a double-digit growth in 2016, with retail sales in the EU valued at 30.7 billion euros, making the EU the second largest single market for organic products in the world after the United States (Research Institute of Organic Agriculture FiBL, 2018). Although the organic market potential is not yet fully exploited and organic farmland as a proportion of all farmland area rarely exceeds 15 percent in the majority of countries, the proportion of organic agricultural land in Portugal in 2016 was 6.8 percent, while Spain had 8.5 percent and France, 5.3 percent. From the EU's total organic crop area, 45.1 percent refers to permanent grassland, while 44 percent is dedicated to arable land crops (mainly cereals, fresh vegetables, green fodder and industrial crops) and 10.9 percent is related to permanent crops such as fruit trees and berries, olive groves and vineyards (European Parliament, 2018).

The changes in consumer's behaviors are strongly associated to their lifestyle (Krishnan, 2011). In fact, when it comes to purchase behavior, the increasing awareness of what consumers put inside their bodies makes them more interested in buying products that are not only healthier, but also benign for the environment. In addition, the knowledge of economic and environmental benefits together with the commitment to environmental preservation contributes to an environmental consciousness (Maniatis, 2016). According to Nielsen (2019), almost 75 percent of global consumers say they would change their consumption habits to reduce their impact on the environment, clearly showing a progressive concern regarding this topic.

Following the increasing trends for a healthier lifestyle allied to the environmental concern, the consumption of organic products is not only related to sustainable consumption, but is becoming more and more common, which is also a reflection of the growing popularity and accessibility to this type of product. The organic food has been not only perceived as a green and sustainable type of food that would be better for the environment, but also as a healthier product, which is why a

deeper understanding of the consumer behavior regarding such type of product is a progressing topic nowadays. Yet, what is sustainable consumption?

Sustainable consumption involves a wide range of behaviors. Previous research shows that it is not only the result of a decision making process involving consumer's individual needs and attitudes towards social responsibility, sustainable labels and sustainable food production, but also consumption patterns that are economically, socially, and environmentally compatible within all areas of the food system (De-Magistris & Gracia, 2016). The topic of sustainability in food consumption is discussed in Agenda 21¹, which affirms that unsustainable consumption and production patterns are the main causes of global environmental deterioration, and that sustainable development could result in advancements in the areas of social progress, environmental protection and economic growth (Pack, 2007).

Although the population in Portugal is expected to shrink from 10.3 to 7.5 million people between 2015 and 2080 (Instituto Nacional de Estatística, 2017), it is increasing even more the urgency to motivate people to engage in pro-environmental behaviors (Griskevicius et al., 2010). Following the Rio+20 Conference on Sustainable Development held in Brazil in 2012, the United Nations created in 2015 the 2030 Agenda for Sustainable Development, composed by seventeen goals encompassing social and economic development issues including poverty, hunger, health, education, global warming, gender equality, water, sanitation, energy, urbanization, environment and social justice (United Nations, 2015).

Regarding the global agri-food sector, it should provide on a daily basis the needs of a growing population on a planet with limited resources, which requires innovation and cooperation among industry leaders on a more intensive scale. In this context, in order to meet the goal of feeding the entire population in the coming decades, it is necessary an ecosystem oriented to innovation, knowledge and technology that, in a cooperation model, contributes to a sustainable and healthy supply of food in our economy (*Conferência: Alimentação do Futuro*, 2018).

Thus, we hypothesize the following:

H₁: For consumers with high (vs. low) environmental values, buying an organic product, compared to a premium product, will increase satisfaction.

2.2. PRODUCT QUALITY AND PRICE

The American Marketing Association defines green marketing as efforts to produce, promote, package, and reuse products in a sensitive or responsive manner to ecological concerns (American Marketing Association, 2017). As such, the traditional marketing mix can be adapted to be green-oriented, meaning that the execution of pricing, promotional, and/or supply chain tactics are specifically directed at promoting or preserving environmental welfare (Kinoti, 2011).

¹ Agenda 21 is a comprehensive plan of action to be taken globally, nationally and locally by organizations of the United Nations System, Governments, and Major Groups in every area in which human impacts on the environment. It was adopted by more than 178 Governments at the United Nations Conference on Environment and Development (UNCED) held in Rio de Janeiro, Brazil, in June 1992.

Previous research shows that it is important to segment the market by consumer's willingness to buy green products and, as such, consumers can be categorized into several degrees of greenness, where price is viewed as the major barrier for green product consumption by consumers who have a lower degree of greenness (Ginsberg & Bloom, 2004). In fact, as reported by Nielsen (2019), almost half of consumers from around the world would be willing to pay more for products that contain all-natural or organic ingredients.

Studies say that there is a strong correlation between consumers' consciousness about the environment and the economic advantages of the green product, as both would be considered when choosing a product (Maniatis, 2016). Still, purchase decision criteria often indicates that when there is more than a brand of an organic product available, price is the main decisive factor in the purchase (Market Analysis, 2017). That said, price plays an important role in the green consumption decision-making process (Weisstein et al., 2014).

As previous studies indicate, perceived quality and perceived price contribute to the formation of value perceptions and purchase intentions (Chang & Wildt, 1994). In fact, a recent report from the American Marketing Association (2019) indicates that if a green product has the same cost and quality of its equivalent non-green version, the average consumer would generally choose the greener product. Unfortunately, most green products still aren't equal in price and quality. According to a Harvard's Marketing Research (Garvin, 1987), a product's quality may be measured by eight dimensions that might be mutually reinforcing: performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. Companies do not need to pursue all eight dimensions simultaneously; as a matter of fact, that is barely possible unless they intend to charge extremely high prices. This indicates that sometimes a product can be improved in one dimension of quality only if it becomes worse in another, implying trade-off decisions.

When it comes to consumer behavior, surveys report a growing willingness to consume less or do so more consciously, but apparently there is a meaningful gap between consumer's explicit attitudes towards sustainable products and their consumption habits (Davari & Strutton, 2014; Deliana & Rum, 2019; Luchs et al., 2010; Paço et al., 2019). The degree to which sustainability increases a product's appeal will depend on the type of benefit consumers consider important in a given product category (Luchs et al., 2010). This means that, although sustainability may be an important variable when choosing a product, other attributes also affect the perceptions of a product, which will influence the purchase decision. Consequently, sometimes consumers have to decide to make a trade-off between product sustainability and other characteristics that are also significant in their perspective, such as price, quality and visual appeal.

A study developed in the United States evaluated the trade-offs between sustainability and other valued product attributes and its results suggested that sustainability is relatively more likely to be chosen in the context of a trade-off with hedonic value (such as esthetics) than in the context of a trade-off with utilitarian value (such as functional performance) (Luchs & Kumar, 2015). As discussed in this study, it would be difficult to justify the choice of hedonic value over sustainability since hedonics are usually viewed as a luxury and would be classified as a morally inferior option. In the context of trade-offs between product sustainability and functional performance, other studies also provide evidence that consumers tend to prefer products with superior functional performance over products with superior sustainability attributes (Luchs et al., 2012).

Going back to the measurements of a product's quality, we reach the concept of a premium product, which refers to something that is of higher than usual quality or value (Cambridge Dictionary, n.d.). Although the characteristics of what is meant by "premium" vary by category, premium products are often of excellent quality, highly priced and selectively distributed through the highest quality channels (Quelch; John A., 1987).

A survey conducted by Nielsen (2016), which polled more than 30,000 consumers in sixty three countries throughout the world, also shows that consumers associate the term "premium" with superior function or performance. Based on this definition, we extend the logic to the current context in which consumers would consider a trade-off between a sustainable product and a premium product, where product features and price are considered major variables influencing a product's perception and purchase behavior of potential customers.

According to previous literature, this study proposes following hypothesis:

H_{2a}: Consumers associate higher product quality with a premium product than an organic product.

H_{2b}: Customers are willing to pay more for a premium product than an organic product.

2.3. EMOTIONS AND SUSTAINABLE BEHAVIOR

Many studies have explored the mediator effect of emotions in consumer behavior (e.g.: Higgins, 1997; Laros & Steenkamp, 2005; Luchs et al., 2012; Luchs & Kumar, 2017) and some results show that behavior can be understood as goal or desire pursuit, meaning that the fulfillment of an individual's goals implies in positive emotions, whereas its non-fulfillment induces negative emotions (E. Tory Higgins, 1997). Since this research studies the influence of consumer's perceptions of organic and premium products in consumer purchase satisfaction, it is important to understand the roles of emotions in the context of consumer decision making.

Further research goes through a deeper analysis and proposes a hierarchical model of consumer emotions to integrate the different research streams concerning emotion content and structure, by classifying them in three levels of generality. First, there is the superordinate level that is generally considered to be the most abstract level at which emotions can be experienced, which distinguishes between positive and negative affect. The second is the level of basic emotions, which encompasses four positive (contentment, happiness, love, and pride) and four negative emotions (sadness, fear, anger, and shame); and the last one is the subordinate level, distinguishing between 42 specific emotions (Laros & Steenkamp, 2005).

In the suggested scenario where consumers would have to consider a trade-off between a sustainable product and a premium one, preference would be moderated by consumers attitudes towards sustainability which influences the degree to which they experience the various emotions when considering their choices (Luchs & Kumar, 2015). This means that the perception of a given product and the feelings associated to its purchase are directly associated to an individual's goals or desires.

As previously stated, sometimes consumers must choose between a products' valued attributes in a given product category. In a scenario involving a trade-off between functional and hedonics characteristics, consumers would tend to prefer performance by arguing that it would be closer to being a necessity, while hedonics (e.g. aesthetics) would be closer to being a luxury. Besides, it would be considered a moral obligation to fulfill necessities before luxuries otherwise it might lead to feelings of guilt (Chitturi et al., 2007). Similar rationale applies when choosing between sustainability and functional performance, since sustainable consumption would be considered a morally superior goal compared to a morally inferior goal of functional performance. In this case, choosing a product with superior sustainability would reduce guilt given that it would be the morally superior option (Luchs et al., 2012).

On the other hand, choosing a product with higher sustainability might also increase agitated emotions (e.g. distress) due to the non-fulfillment of prevention (versus promotion) focused goals (E. T. Higgins, 2001). This would also be consistent with prior research that demonstrates that consumers place a greater weight on the functional than on the ethical attributes of a product when making trade-offs between them (Auger et al., 2008).

Regarding the emotional resonance that premium products have with consumers, there is the primary relation to self-esteem and perceptions/status, where buying premium products makes consumers feel good, confident, and would also be an indicator that they have good taste and are successful (The Nielsen Company, 2016). Besides communicating sophistication and taste, premium products are also considered an important indicator of accomplishment as they are associated with a vision that consumer is successful or make others see them as successful, which corroborates to the preoccupation with their status amongst friends and family.

Despite being strongly associated to the consumption of premium products, an individual's reputation and status can also be associated to green products. When exploring consumer behavior, studies suggest that despite a greener trend, consumers might buy green products less for environmental reasons and more for social reasons (Griskevicius et al., 2010). That happens because altruistic acts such as environmental conservation might indicate a person's ability to incur costs by investing time, energy, money or other resources for the prosocial rather than for themselves, and, since prosociality and resources are related with an individual's status in a group, prosocial/proenvironmental tendencies might activate status motives. This means that the greener the attitudes of an individual, the higher its status would be in a group.

From a global perspective, comparative choices between a green and a premium product are complex and trigger several emotional reactions. For instance, both types of product have been individually associated with pride, which is considered a two-faced emotion by several lines of research (McFerran et al., 2014; Tracy & Robins, 2007). The first facet would be the authentic pride, associated with the prosocial and the feelings of accomplishment and confidence; while the second one would be the hubristic pride, conceptualized by the self-orientation and associated to emotions such as narcissism and selfishness.

Since pride is multifaceted, consumers may experience both facets with different levels of intensity based on green or premium usage. For instance, decisions involving making a personal sacrifice for the greater good of society would involve a feeling of pride as a pleasant emotion (Luchs & Kumar, 2017). This means that, in the trade-off scenario between green and premium, choosing a green

product would evoke the authentic pride as it would mean focusing on social benefits and the greater good. Similarly, choosing a premium product would evoke the hubristic pride given consumer's search for sophistication, exclusiveness, superiority and prestige.

In the meantime, the complexity of the trade-off decision between green and premium products also relates pride with social status (Griskevicius et al., 2010; K. Hwang & Lee, 2019). For example, consuming a green product can demonstrate to others that an individual is willing to own a product that benefits the environment and the society but may be inferior for personal use, translating into an act of altruism and, as such, linked to authentic pride. On the other hand, the search for a premium product might evoke hubristic pride as an outcome of the perceived superiority of the premium option to pursue self-accomplishment and higher status within a group.

All that said, the complexity of the choice of a green or premium product goes beyond feeling positive or negative emotions, even though they are an important choice mediator. Within the context of our research, we try to understand consumers' emotional and behavioral responses to green and premium products based on their perception of product's attributes and the goals that they can potentially fulfill.

Expressly:

H₃: Consumers feel prouder to buy a premium product than an organic product.

More formally, we propose that:

H₄: Purchase satisfaction is higher for premium products than for organic products.

Please refer to Figure 1 for a conceptual model that depicts the aforementioned hypotheses of the factors influencing product perception and, as consequence, purchase satisfaction.

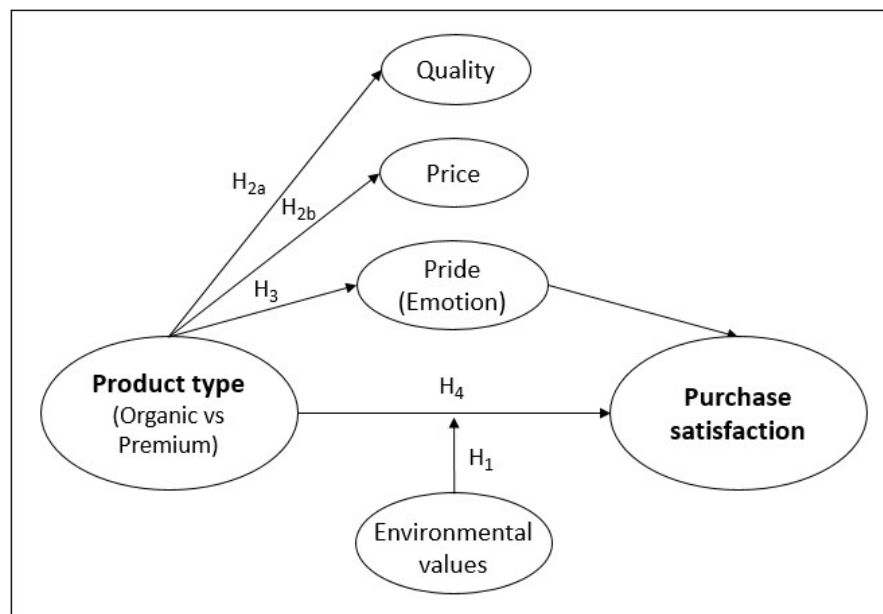


Figure 1 – Research Model and Hypotheses

Next, we proceed with describing a series of two studies intended to provide evidence relative to these hypotheses.

3. OVERVIEW OF STUDIES

We tested the above hypotheses in two experimental studies. For the development of a complete and consistent major study (Main Study), a pilot study was performed (pre-test) to explore consumer's preferences between three types of product under a single product category.

After the completion of the Pilot Study, the results were used to construct the Main Study. This study provides evidence to support the moderator effect that environmental concern, product quality, price and pride (as an emotion) have over consumer's perception of an organic product when compared to a premium product of the same category.

3.1. PILOT STUDY (PRE-TEST)

3.1.1. Objectives

The primary objective of the Pilot Study was to observe respondents' habits regarding the consumption of products from three categories: organic, from fair trade and from local production (i.e. made in Portugal).

There are no hypotheses associated to this study, as its main objective was a pre-test to choose which type of product between the three options mentioned above would be included in our Main Study.

3.1.2. Participants

Sixty Portugal residents (67% female; $M_{age} = 32$ years, $SD = 10.1$) were submitted to a set of questions regarding their perception and preference over three different types of products: organic, from fair trade and from local production (i.e. made in Portugal).

3.1.3. Design and Procedure

The Pilot Study was conducted online, using a third-party survey development software. Since this study is developed at Universidade Nova de Lisboa, in Portugal, it was decided that the pre-test would be applied to Portugal. As such, participants had to qualify for taking the experiment through being a Portuguese resident. The questionnaire was mainly shared through social media (Facebook) and data collection initially resulted in 101 responses. After cleaning the data to exclude residents outside of Portugal, we gathered 60 valid responses, of which there were no missing values since it was mandatory to answer every question.

Following a study participation consent, participants were presented with some questions to evaluate their familiarity (ranging from 1 "Not familiar at all" to 9 "Very familiar") with the concepts of organic products, fair trade and locally produced goods. Since we also wanted to observe participants' purchase behavior for products classified under these three categories, they were also asked to indicate their purchase frequency ("Never", "Sometimes", "About half the time", "Most of the time" and "Always") and which reasons would encourage them to buy more products from each one of these categories, by indicating their preferences across five options.

Following these generic questions and in order to narrow our research to a specific product, participants were asked about their purchase behavior of olive oils. They were questioned about the consumer frequency of this product ("Never", "1-2 times a week", "3-4 times a week", "5-6 times a week", "Everyday" and "Other") and its purchase frequency ("Never", "Every week", "Every two weeks", "Every month" and "Other"). Subsequently, they had to indicate their purchase preference (in a scale from 1 to 9) between each one of the two options of olive oil presented: "Organic vs Premium", "Premium vs Fair trade", "Locally produced vs Premium", "Premium vs Basic" and "Basic vs Organic".

The last three questions were about their gender, age and country where they live, with the purpose of demographically segment the respondents.

3.1.4. Findings and Discussion

Between the three concepts presented, respondents showed a higher familiarity with local products ($M = 7.23$) and organic products ($M = 6.9$). Similarly, the concept that was indicated to have the smallest familiarity was fair trade ($M = 5.98$), with 3% of answers classified as not familiar at all.

Organic products. Most respondents buy organic products sometimes (52%) and about half the time (28%). Still, price was considered a decisive factor when purchasing an organic product, since most respondents indicated they would buy more organic products if they had similar prices compared to non-organic ones (53% of answers) or if organic products had offers or promotions (13%). The second factor that would influence respondents' purchase of organic products is the available range of such type of product, which is not believed to be wide enough (17% of answers).

Fair trade products. While most respondents buy fair trade products sometimes (52%), a considerable group indicated they never buy this type of product (18%), which is consistent with the weak familiarity of fair trade concept as observed at the beginning of this study. The lack of a clear understanding of the impacts of fair trade on the growers was a critical factor to respondents' purchase decision (34% of answers). Some respondents also indicated a difficulty to find fair trade products on the supermarkets and the absence of a proper identification for this kind of product (8% of answers). In the other hand, price was also considered a decisive factor when purchasing fair trade products, since 31% of respondents indicated they would buy more fair trade products if they had similar prices compared to regular ones.

Local products. Most respondents buy local products sometimes (38%) and about half the time (35%). The small availability of goods produced locally was the main factor that would influence respondents' purchase decision (30% of answers). The second most important factor was evenly allocated to two elements: the lack of a clear understanding of where the products come from and the price of fair trade products against regular ones, each one corresponding to 27% of answers.

The results of this study show that the frequency of olive oil consumption is high, considering that 43% of respondents consume olive oil every day and 22% between five to six times a week. In parallel, their purchase frequency is also high, in light of buying olive oil every month (60% of answers). Nevertheless, while less than 2% of respondents claimed not to consume olive oil at all, 12% pointed out they never buy it, which might indicate that this group might not buy olive oil to their homes, but consume it in other places such as restaurants.

When asked to choose on a scale of 1 to 9 between two types of olive oils to be purchased, the answers were mostly neutral, showing that respondents do not have a specific preference between the following classifications of products: organic, premium, from fair trade and from local production. By observing the two opposite prominent answers, respondents would rather buy an organic olive oil than a premium one ($M = 4.07$), while they would prefer an organic olive oil than a basic one ($M = 5.95$). Based on this analysis and since the organic class of product was the one highlighted by this set of questions, we used this type of product in our Main Study.

3.2. MAIN STUDY

3.2.1. Objectives

The primary purpose of the Main Study was to develop a research framework providing support for our five predictions (see in section 2), by investigating the effects that environmental concern, product quality, price and pride (as an emotion) have on consumer's perception and what influence would they have in consumer purchase satisfaction when it comes to an organic product (defined by the Pilot Study) compared to a premium one.

3.2.2. Participants

Sixty-three respondents (56% female) from a random sample were voluntarily submitted to a set of questions regarding their perception, preferences and consumption behavior of organic and premium olive oils.

3.2.3. Design and Procedure

Although in our study we were comparing an organic with a premium product, the choice of words in the questions could potentially bias the answers to favoring one of these products since the order to which response categories are presented has often been found to influence respondents' answers to survey questions (Mingay & Greenwell, 1989). Previous research shows that early items in a list have a memory advantage (primacy effect), while the last items also receive a memory advantage (recency effects), because these items may still be available in short-term memory during a memory test (Murphy et al., 2006). In order to avoid primacy or recency effects, the design of this study constituted in two questionnaires. The first one asked the participant to answer to questions about organic olive oil and, as consequence, the comparative questions always had the organic as the first option. Similarly, the second questionnaire asked the participants to answer to questions about premium olive oil and consequently, the comparative questions always had the premium as the first option when comparing to an organic one.

Like the Pilot Study, the Main Study was also conducted online, using the same third-party survey development software. The questionnaire was mainly shared through social media (Facebook, e-mails and online groups from Universidade Nova de Lisboa) and data collection initially resulted in 136 responses. The two questionnaires were randomly assigned to the participants. Following a study participation consent and depending on the questionnaire received, there was a brief introduction about the product (organic or premium olive oil) and participants were asked if they have ever tried such type of olive oil. Each participant only answered one of the questionnaires. Since

the questions demanded a deeper familiarity with the two types of olive oil studied, it was mandatory that the respondents have tried the type of olive oil to which they would be asked to give their opinion. After cleaning the data to exclude the participants that did not agree to participate in the study and the ones that had never tried an organic or premium olive oil, we gathered 63 valid responses, of which there were no missing values since it was mandatory to answer all the questions.

After these initial questions, participants were presented to four set of statements to which they had to classify their level of agreement when comparing an organic to a premium olive oil (ranging from 1 “Strongly disagree” to 9 “Strongly agree”).

The first set of statements was about attitudes towards environmental concern. Participants had to indicate if they considered themselves an environmentally friendly person and which type of olive oil they believed would be more environmentally friendly; which one would bring less impact to the environment and which would represent a reduced ecological footprint.

The second set of statements was about product quality, in terms of which product they believed would have a better quality, which one would be better for their health and which one they would recommend to a friend.

The third set of statements was about product price and they had to indicate which product they would be willing to pay more, which one they consider to have a higher value for money and whether price was a decisive factor when choosing between an organic and a premium olive oil.

The fourth set of statements was about emotions, regarding participants’ feelings when it comes to an organic and a premium olive oil, namely satisfaction, pride, exclusiveness and social status. Next, participants emotional state was evaluated based on Soscia (2007), in a six emotions single items scale (pride, happiness, pleasure, shame, guilt, and regret), where they were asked to classify (ranging from 1 “Not at all” to 9 “A lot”) how much they feel these emotions.

The last questions were about their gender, age, education level and nationality, with the purpose of demographically segment the respondents. They were also asked to indicate whether this research was about an organic or a premium product, in order to validate our assumption that people who answered about organic olive oil believed the research was about organic olive oil and vice versa.

3.2.4. Findings and Discussion

From the 63 valid responses, 29 were associated to the questionnaire for organic olive oil, meaning that we gathered a few more responses for the questionnaire for premium olive oil (54%). The demographic characteristics of the respondents are shown in Table 1. The nationality ratio for the sample was skewed towards a higher proportion of Brazilians (54%), followed by Portuguese respondents (33%). The most frequently reported age group was between 25-34 (62%) and 35-49 (24%), while other age groups were represented in smaller proportions. Moreover, most of the respondents held a Master’s degree (43%) or a Bachelor’s degree (29%), as the majority of the sample was above 25 years old.

Table 1 – Respondents profile

Gender	Frequency	Percentage	Age	Frequency	Percentage
Male	27	43%	18-24	4	6%
Female	35	56%	25-34	39	62%
Prefer not to say	1	1%	35-49	15	24%
			50-59	1	2%
			+60	4	6%

Nationality	Frequency	Percentage	Education level	Frequency	Percentage
Brazil	34	54%	Undergraduate	2	3%
Portugal	21	33%	Bachelor's	18	29%
All other countries	3	5%	Postgraduate	11	17%
Other European countries	2	3%	Master's	27	43%
Spain	2	3%	Doctorate	2	3%
Germany	1	2%	Other	3	5%

Since we had several dependent variables to be measured, a Multivariate Analysis of Variance (MANOVA) was used to test our hypothesis instead of multiple ANOVAs in order to reduce the chance of making a Type I error in our results (Field, 2009). Our MANOVA examined each sentence of the questionnaire as dependent variables (DVs), and type of olive oil (organic or premium) as independent variables (IVs). Results are presented in Tables 2 and 3.

Table 2 – Multivariate tests

	Value	F ^a	Hypothesis df	Error df	Sig.
Pillai's trace	.700	4,561	21.000	41.000	.000
Wilks' lambda	.300	4,561	21.000	41.000	.000
Hotelling's trace	2.336	4,561	21.000	41.000	.000
Roy's largest root	2.336	4,561	21.000	41.000	.000

^a Each F tests the multivariate effect of Organic x Premium. These tests are based on the linearly independent pairwise comparisons among the estimated marginal means.

As can be seen in Table 2, the multivariate tests show there is no material difference amongst the four test statistics. Using Pillai's trace, we can see there was a significant effect of the product type on the product perception by respondents, $F(21,41) = 4.56$, $p < .05$. On the other hand, separate univariate ANOVAs on the outcome variables also revealed some non-significant effects of the product type in product perception, as can be seen in Table 3. As shown in this table, we only had six variables (highlighted) significantly dependent of the product type ($p < .05$).

Table 3 – Univariate tests results

Dependent Variables			df	Mean Square ^a	F ^b	Sig.	Product type	Mean	Std. Error
Environmental Values	I consider myself as an environmentally friendly person.	Contrast Error	1 61	6.677 2.419	2.760	.102	Organic Premium	6.759 7.412	.289 .267
	I believe an organic olive oil brings less impact to the environment than a premium olive oil.	Contrast Error	1 61	125.312 4.452	28.150	.000	Organic Premium	7.241 4.412	.392 .362
	When I think about an organic olive oil, I think it is more environmentally friendly than a premium one.	Contrast Error	1 61	229.534 4.779	48.025	.000	Organic Premium	7.241 3.412	.406 .375
	I believe I will reduce my ecological footprint if I purchase an organic olive oil instead of a premium one.	Contrast Error	1 61	195.294 5.075	38.483	.000	Organic Premium	6.621 3.088	.418 .386
Quality	I believe an organic olive oil has better quality than a premium olive oil.	Contrast Error	1 61	.049 4.824	.010	.920	Organic Premium	6.621 6.676	.408 .377
	I believe an organic olive oil is better for my health than a premium one.	Contrast Error	1 61	66.340 6.195	10.709	.002	Organic Premium	7.000 4.941	.462 .427
	If a friend asks for recommendation, I would recommend an organic olive oil instead of a premium one.	Contrast Error	1 61	21.032 5.224	4.026	.049	Organic Premium	6.483 5.324	.424 .392
Price	I would pay more for an organic olive oil than for a premium olive oil.	Contrast Error	1 61	4.320 5.966	.724	.398	Organic Premium	6.172 5.647	.454 .419
	I believe an organic olive oil has a higher value for money than a premium one.	Contrast Error	1 61	7.598 6.227	1.220	.274	Organic Premium	6.138 5.441	.463 .428
	Price is a decisive factor if I had to choose between an organic or premium olive oil.	Contrast Error	1 61	3.060 6.309	.485	.489	Organic Premium	5.793 6.235	.466 .431
Emotions	I feel <i>Pride</i> when thinking about purchasing an organic olive oil. ^c	Contrast Error	1 61	26.872 6.921	3.883	.053	Organic Premium	5.310 4.000	.489 .451
	I feel <i>Happiness</i> when thinking about purchasing an organic olive oil. ^c	Contrast Error	1 61	1.139 5.788	.197	.659	Organic Premium	6.034 5.765	.447 .413
	I feel <i>Pleasure</i> when thinking about purchasing an organic olive oil. ^c	Contrast Error	1 61	1.680 4.437	.379	.541	Organic Premium	6.172 6.500	.391 .361
	I feel <i>Shame</i> when thinking about purchasing an organic olive oil. ^c	Contrast Error	1 61	.095 3.740	.026	.874	Organic Premium	2.069 2.147	.359 .332
	I feel <i>Guilt</i> when thinking	Contrast	1	.031	.008	.931	Organic	2.103	.376

about purchasing an organic olive oil. ^c	Error	61	4.108			Premium	2.059	.348
I feel <i>Regret</i> when thinking about purchasing an organic olive oil. ^c	Contrast Error	1 61	1.547 3.318	.466	.497	Organic Premium	2.138 1.824	.338 .312
I feel more satisfied to consume an organic olive oil than a premium one.	Contrast Error	1 61	20.812 6.066	3.431	.069	Organic Premium	6.241 5.088	.457 .422
I feel prouder to consume an organic olive oil than a premium one.	Contrast Error	1 61	47.018 6.120	7.683	.007	Organic Premium	5.586 3.853	.459 .424
I believe an organic olive oil is more exclusive than a premium one.	Contrast Error	1 61	.644 8.455	.076	.784	Organic Premium	5.379 5.176	.540 .499
I believe that consuming an organic olive oil will bring me higher status in my social life if compared to a premium olive oil.	Contrast Error	1 61	1.659 5.996	.277	.601	Organic Premium	3.414 3.088	.455 .420
If I was in a public exposure situation, I would prefer to buy an organic olive oil instead of a premium one.	Contrast Error	1 61	1.047 6.489	.161	.689		3.759 3.500	.473 .437

^a On a 9-point scale with 1 – “Strongly disagree” and 9 – “Strongly agree”

^b The F tests the effect of Organic x Premium. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

^c On a 9-point scale with 1 – “Not at all” and 9 – “A lot”

After revisiting our research model and hypotheses below, we performed an individual analysis for each dimension that would influence product perception and purchase satisfaction:

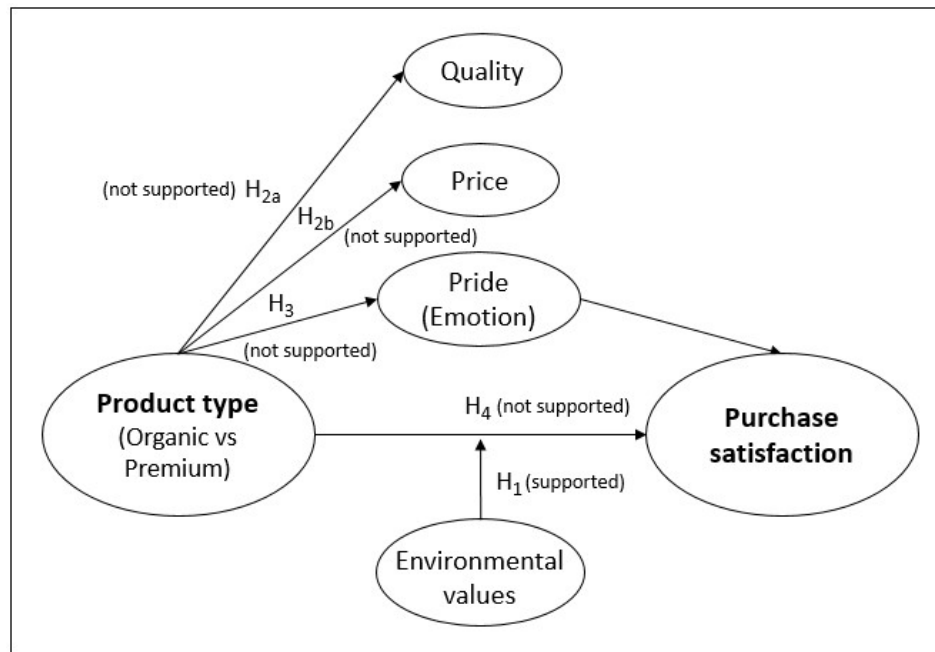


Figure 2 – Research Model and Hypotheses Results

Significant univariant effects were found on three out of four DVs associated to the **Environmental Concern** dimension. As Table 3 indicates, respondents exhibited an opinion that organic olive oil would bring less impact to the environment, would be more environmentally friendly and would represent a reduced ecological footprint when compared to a premium olive oil. Also, the MANOVA *F*-value was statistically significant for the three assumptions ($F(1,61) = 28.15$, $F(1,61) = 48.03$, $F(1,61) = 38.48$, $p < .001$), while the DV associated to the affirmation that respondents considers themselves an environmentally friendly person was not statistically significant ($F(1,61) = 2.76$, $p = .102$). This indicates that the Environmental Concern dimension is significant to consumer's purchase satisfaction.

Considering the significant effects associated to environmental values and in order to further analyze the impacts of such dimension in consumer behavior, a moderation analysis was conducted to assess if environmental values, represented by variable "I consider myself as an environmentally friendly person", moderates the relationship between product type (organic or premium) and purchase satisfaction. The results are shown in Tables 4 and 5.

Table 4 – Moderation Model

R	R-sq	MSE	F	df1	df2	Sig.
.4014	.1611	5.5573	3.7774	3.0000	59.0000	.0151

	Coeff.	Std. Error	t	Sig.	LLCI	ULCI
Product type (organic vs premium)	6.8808	3.0398	2.2636	.0273	.7982	12.9635
Environmental values	1.3326	.5823	2.2885	.0257	.1674	2.4977
Interaction	-1.1041	.4137	-2.6686	.0098	-1.9320	-.2762

Table 5 – Conditional effects of Environmental Values

Environmental values	Effect	Std. Error	t	Sig.	LLCI	ULCI
Low	.2563	.7854	.3264	.7453	-1.3153	1.8280
Average	-.8477	.6147	-1.3791	.1731	-2.0778	.3823
High	-3.0559	.9627	-3.1743	.0024	-4.9823	-1.1295

The overall model was significant, $R^2 = .16$, $F(3,59) = 3.78$, $p = .015$. Moderation is shown up by a significant interaction effect, $b = -1.10$, 95% CI [-1.93,-.28], $t = -2.67$, $p < .01$, which confirms that the relationship between product type (organic or premium) and purchase satisfaction is moderated by environmental values. Table 5 shows the regression model for such moderation effect, where we can see that when environmental values are low, the relationship between product type and purchase satisfaction is not significant, $b = 2.56$, 95% CI [-1.32,1.83], $t = .33$, $p > .05$. In the other hand, when environmental values are high, there is a significant relationship between product type and purchase satisfaction, $b = -3.06$, 95% CI [-4.98,-1.13], $t = -3.17$, $p < .01$. This indicates that consumer satisfaction when purchasing an organic or a premium product is different depending on their concerns with the environment. Specifically, consumers with low environmental values will not demonstrate changes in satisfaction when purchasing organic or premium products, while consumers with high environmental values will show different satisfaction levels depending on the product purchased. Based on these results, our H_1 is supported.

Regarding **Product Quality**, two out of three DVs were statistically significant ($p < .05$). Table shows that respondents believed that an organic olive oil is better for their health if compared to a premium olive oil ($F(1,61) = 10.71$, $p = .002$) and they would prefer to recommend an organic olive oil instead of a premium one ($F(1,61) = 4.03$, $p = .049$). By analyzing the p values, it is possible to affirm that the latter DV is almost classified as not statistically significant, which leads to the conclusion that the most relevant DV for this dimension is consumer's preference due to a belief that organic products would be better for their health. While the assumptions associated to these two DVs indicate a preference to an organic olive oil, the main DV that would support our hypothesis that a premium product is perceived to have a higher quality than an organic product was not statistically significant ($F(1,61) = .01$, $p = .92$). Thus, the results of our study do not support H_{2a} .

When it comes to **Product Price**, none of the F -values for this test were statistically significant ($p > .05$), even though respondents scored slightly higher for organic type of product when affirming they would pay more for an organic oil than for a premium one ($M = 6.17$, $SD = 2.36$); and that organic olive oil has a higher value for money than a premium one ($M = 6.14$, $SD = 2.56$). In fact, the DV that would be closer to being statistically significant would be the one that assumes an organic olive oil has a higher value for money than a premium one ($F(1,61) = 1.22$, $p = .274$), however, all DVs indicate weak evidence against the null hypothesis. Since the univariant effects were statistically insignificant for all DVs of this dimension, our H_{2b} is also not supported.

The **Emotions** dimension was the one with most DVs but only one was statistically significant ($F(1,61) = 7.68$, $p = .007$), where respondents affirmed to feel prouder to consume an organic olive oil than a premium one. This not only indicates our H_3 is not supported but shows the exact opposite: that pride is more associated to consuming an organic product than a premium product. Our attempt to relate the six emotions (pride, happiness, pleasure, shame, guilt and regret) to organic or premium

consumption did not provide statistically significant results, indicating weak evidence against the null hypothesis. From these six emotions, only pride would indicate a higher evidence against the null hypothesis ($p = .053$), being statistically classified as marginally significant. The other five emotions measured in this study could not be further explored given their statistical insignificance ($p > .05$).

In an effort to gain more insights into the effects of emotions in consumer behavior, we performed a mediation analysis to identify whether pride mediated the customer satisfaction (dependent variable) in the purchase of organic or premium products. The results are shown in Tables 6 and 7:

Table 6 – Mediation Model

	R	R-sq	MSE	F	df1	df2	Sig.
	.6019	.3623	4.1544	17.0412	2.0000	60.0000	.0000

	Coeff.	Std. Error	t	Sig.	LLCI	ULCI
(Constant)	3.2311	1.1364	2.8432	.0061	.9579	5.5043
Product type (organic vs premium)	-.1672	.5467	-.3059	.7607	-1.2608	.9263
Pride	.5688	.1055	5.3919	.0000	.3578	.7798

Table 7 – Direct and Indirect effects of Product Type on Satisfaction

Direct	Effect	Std. Error	t	Sig.	LLCI	ULCI
	-.1672	.5467	-.3059	.7607	-1.2608	-.9263

Indirect (pride)	Effect	Boot Std. Error	Boot LLCI	Boot ULCI
	-.9859	.4599	-2.0302	-.2235

The overall model was significant, $R^2 = .36$, $F(2,60) = 17.04$, $p = .000$. Mediation is confirmed by a significant interaction effect, $b = .57$, 95% CI [.36,.78], $t = 5.39$, $p = .000$, which shows that pride significantly predicts consumers satisfaction when purchasing an organic or a premium product. In addition, Table 7 displays the results for the direct effect, i.e., the effect of exposure on the outcome absent the mediator, and the indirect effect, i.e., the outcome that works through the mediator (pride). Due to the non-significant direct effect ($p > .05$), we are able to affirm that pride mediates the relationship between product type and purchase satisfaction on a complete mediation.

Finally, based on the above analysis for H_1 ; since H_{2a} and H_{2b} were not supported by our study; and considering that H_3 proves that consumers feel prouder to buy an organic product than a premium one, we conclude that H_4 is also not supported as there is no further evidence to indicate a preference for a premium product vs an organic one in terms of purchase satisfaction.

4. GENERAL DISCUSSION

The findings demonstrate that consumers who buy an organic product show a considerably increased environmental concern than consumers who buy premium products, especially when it comes to the impacts that consuming these types of products would bring to the environment. Besides, the presence of a moderator effect between environmental values and purchase satisfaction indicates that consumers with high (vs. low) environmental values will show an increased satisfaction when buying an organic product compared to a premium product. This is aligned with consumer's trends of pursuing a healthier lifestyle and showing an increased environmental concern over the past years.

Since our hypothesis 2a was not supported, we are not able to assume that consumers see a difference in terms of quality between a green and a premium product when it comes to purchasing olive oils. Similarly, price is not a decisive factor when choosing between an organic olive oil or a premium olive oil as we could not validate our 2b hypothesis that consumers would be willing to pay more for a premium product than for an organic one. Consequently, we could not gather material evidence to sustain the supposition that purchase satisfaction would be higher for premium products than for organic products.

In the other hand, our study contradicts our third assumption that consumers would feel prouder to buy a premium product than an organic one. In fact, this research shows that the feeling of pride is higher when choosing an organic product instead of a premium one, which is consistent with previous studies that relate pride with the consumption of premium or green products (e.g.: Griskevicius et al., 2010; Luchs & Kumar, 2017). In addition, our findings demonstrate that pride mediates the relationship between product type and consumer's satisfaction: more specifically and given the significant interaction, consumer's satisfaction will change depending on the feeling of pride associated to purchasing an organic or a premium product.

An interesting finding from our research is that, since consumers do not see quality differences between the two types of product studied, the feeling of pride when buying any of these products is not related with its quality. This means that, in our context, quality was not a relevant factor considered in the trading-off decision between an organic and a premium olive oil, possibly because food products are usually seen as low involvement products (Kuenzel & Musters, 2007).

Going back to our research question and considering the four dimensions of product perception that were studied, we were able to demonstrate that price and quality would not influence the perception of an organic product and, as consequence, would not influence the purchase satisfaction of such product. Nevertheless, the choice between an organic and a premium product would be moderated by the concerns an individual has with the environment and mediated by the feelings of pride associated to that purchase.

4.1. THEORETICAL CONTRIBUTIONS

Theoretically, this research makes important contributions to the literature. Above all, our results show that consumers indeed have concerns with the environment and think about the impacts of their choices, which is in line with the trends of mentality changes towards a healthier lifestyle and

sustainable consumption (Nielsen, 2019; Paço et al., 2019; Pícha & Navrátil, 2019). Over the years, the increasing awareness with the agri-food sector and the health dimension of food has brought a greater preference to more sustainable products, making the consumption of organic foods a popular sustainable consumption option among conventional food (Rizzo et al., 2020).

Although preliminary, our results also provide some insight into consumers' mindsets when it comes to their preoccupation with their health. Whereas we could not prove that consumers associate higher quality with a premium product or an organic one, our findings show that organic olive oil is perceived to be better for health than a premium one. This is aligned with previous studies that have consistently demonstrated that organic food is typically seen as healthier (J. Hwang & Chung, 2019; Nadricka et al., 2020). Indeed, according to an article from Forbes (2015), the shifts in consumer mentality for healthy foods makes them prepared to pay higher prices for products that claim to boost health and weight loss, meaning that the concerns with health and well-being are a priority.

Many studies have explored the mediator effect of emotions in consumer behavior (e.g.: Higgins, 1997; Laros & Steenkamp, 2005; Luchs et al., 2012; Luchs & Kumar, 2017), as understanding consumer emotions is helpful to clarify modifications in the consumers' decision-making process. People's emotions of friendly environment behavior can be divided in three main areas: moral emotions, reflecting the response to ecological standards and responsibilities, emotional sympathy with nature, and ecological fear when it comes to worries with the planet (Kao & Du, 2020). As such, the role of emotions in consumers' decision-making process is strengthened by the increasing search for sustainable consumption.

By evaluating the feeling of pride when consuming an organic or a premium olive oil, we reassure that emotions affect consumers' choices specifically in the context of trade-offs with sustainability. Expressly, we demonstrate that consumers would feel prouder to buy an organic product rather than a premium product regardless of product's quality. In this research, however, we did not further investigate the reasons behind the feeling of pride for such product category. Nonetheless, previous literature regarding consumer behavior already explored some of the triggers to the feeling of pride for both green and premium products.

For instance, existing studies show that, in the trade-off scenario between green and premium products, a premium product would evoke the hubristic pride given consumer's search for exclusiveness and superiority, while choosing a green product would trigger authentic pride due to the focus on social benefits and the greater good (Luchs & Kumar, 2017). However, although the focus on the wellbeing of others is seen as an altruistic act with positive influence to sustainability awareness (Panda et al., 2020), pro-social behaviors can also be translated into a self-search for social status (Griskevicius et al., 2010; K. Hwang & Lee, 2019). Indeed, our results confirmed that pride mediates the relationship between product type and consumers satisfaction when choosing between an organic or a premium product, that is, choosing an organic or a premium product will trigger different levels of pride, which will impact consumer satisfaction.

Additionally, despite the growing concerns with the planet, further literature claims that when consumers purchase organic food, the association is more to private health benefits than to the goods for the public and the environment, meaning that the purchasing of products with ethical claims (e.g. organic) outweighs the altruistic motivation (Iweala et al., 2019). This is linked to the concept of warm glow of giving, which refers to a feeling experienced with performing an apparent

altruistic act and where an hedonic reward is received in exchange for doing good (Andreoni, 1990). In cases where there is a preference to private benefits instead of the public good, the warm glow of giving is not given.

In this way, our findings bring additional value to the emotions field of study, more specifically to pride, when it comes to the behavior of consumers when choosing between organic or premium products. By confirming the mediation effect of pride and concluding that consumers feel prouder to purchase organic products than premium ones regardless of product's quality, we can observe the altruistic pride and the warm glow of giving if we interpret that consumers would choose a product that benefits the environment and the society but would be inferior for personal use. In the other hand, as pro-social attitudes can also be associated to hubristic pride and social status, and since the reputation within a group leads people to choose green products over non-green products even if that means to buy a product of lower quality (Griskevicius et al., 2010), our study might also draw an association of green consumption with hubristic pride.

4.2. MANAGERIAL AND PRACTICAL IMPLICATIONS

Even though there is an increasing willingness to the consumption of green products and strong support for the environment (Joshi & Rahman, 2015; Luchs et al., 2010; Luchs & Kumar, 2015), the market share of sustainable products is still low. Since consumers are increasingly becoming more cautious about the impact of their consumption impacts to the environment, companies can attain a competitive advantage by leveraging it (Panda et al., 2020). As such, our findings present managerial contributions relevant for food product companies who aim to increase their efficiency on marketing strategies.

As companies look to break into new markets, it is important to understand that each market demands its own approach. Besides considering green labeling as a major differentiator while defining product specifications (Ferrell & Hartline, 2011; Ketelsen et al., 2020), marketers must know consumers preferences while designing a green product (Brazionien et al., 2010). Given the increasing adoption of green behaviors, which is associated to the green consumption, there is a positive influence on the receptivity to green communication (Paço et al., 2019). This is particularly relevant to producers, as marketing campaigns should consider all the factors influencing consumer's buying behaviors in order to design communication content with the greatest appeal to their targeted market.

Another relevant contribution of this research to the managerial scope relates to the field of emotions. The use of advertising clues to connect consumers' memories and experiences to produce advertising effects – self-reference – is a marketing strategy favoured by consumers (Kao & Du, 2020). As this research affirmed the relationship between pride and the consumption of organic products, and since emotions have an influence on advertising effects, the self-reference strategy for organic products could be further explored by brands by recalling personal past information and persuading consumers to achieve the manifestation of their personal beliefs, desires and feelings concerning green behavior.

Considering that our findings shows that consumers would feel prouder to buy an organic product instead of a premium product regardless of its quality, and that pride is a mediator of consumer's satisfaction, interesting insights can emerge for marketers. For instance, they could focus more in the green labeling than in product's quality itself, which could lower their production costs since a top-quality product would not be consumer's preference. And, since price is considered one of the main barriers for green product consumption (Ginsberg & Bloom, 2004; Market Analysis, 2017), with lower production costs it would be possible to reduce the purchase prices, thus increasing companies market share and competitive advantage. Nevertheless, since natural and organic are paving the way for more detailed and specific claims in the expanding sustainability markets (Nielsen, 2019), significant research-based contributions are still needed.

4.3. LIMITATIONS AND FUTURE RESEARCH

Our study has several limitations, which offer avenues for future research. Firstly, our sample size was small (sixty-tree valid answers), which may lead to some limitations when generalizing the results to a larger target population. However, our results are supported since small samples research can also expand our horizons by bringing new ideas that could foster potentially new studies (Etz & Arroyo, 2015).

Secondly, our demographics characteristics had no restrictions about age, income, level of education or nationality, whereas it is assumed that demographics may determine distinct clusters of consumers who might reveal different attitudes and purchase behavior (D'Souza et al., 2007). Some studies about the impacts of socio-demographic characteristics on sustainable consumption show that education, along with ethnicity and income affect the actual expenditures on organic food, (Dettmann & Dimitri, 2010), while the purchase intention and frequency of purchasing organic foods can be predicted by age and education (Magnusson et al., 2003). When sorting by age, for example, Millennials (between 18 and 34 years) are more enthusiastic in their support of corporate social and environmental efforts and are also ready to make personal sacrifices to impact issues that concerns them (Cone Communications, 2015). That said, collecting data from distinct groups of people using the same instruments used in this research might result in different conclusions.

Thirdly, we focused our study in a single product type (olive oil), neglecting consumer's perception of other products not only within the food sector, but also from other product categories such as clothing, electronics, cars, homeware, etc. Since consumers' perception over a product depends on the product category in question (Luchs et al., 2010), other types of product and other emotions could be used as independent variables in future researches for additional understanding of consumer behavior. Besides, a different approach that was not investigated within the present research could use taste as another dependent variable when studying the food sector. For example, a study similar to this one but involving food samples might result in more complex findings that could further contribute to the existing literature.

Another variable that could be further explored in the consumer decision making process for green and non-green products is health. Given our preliminary results that demonstrate that consumers perceive organic products to being healthier than premium products, this could be a significant

dimension to be studied in a trade-off scenario between purchasing green vs healthier or healthier vs premium products, for example.

Lastly, although more than half of the answers gathered by our study were for the premium olive oil questionnaire, when asked about which would be the theme of this research (organic or premium olive oil), 59 percent of respondents said it was about organic olive oil. This indicates that even though they answered to several questions about a premium product, they believed the research was about an organic product. This brings some signals that maybe the “organic” is somehow subjective for the respondents and is something that cannot be measured through questionnaires. Can the “organic” classification be a subliminal message? Future research on the psychology behind organic products classification is clearly welcome and might also add value to the literature and the marketing of such type of products.

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6. APPENDIX

6.1. QUESTIONNAIRE PILOT STUDY

The present survey is integrated in the development of a master's thesis at Universidade Nova de Lisboa. The main objective is to analyze some aspects involving consumer behavior. Your feedback will provide important contribution to this research as it will help us to better understand the factors influencing the consumer behavior. All data collected under this survey will be used only to attend the purposes of this research. The average time for completing the survey is between 5-10 minutes. For any questions, please do not hesitate to contact us at M20170119@isegi.unl.pt. Thank you for your attention and your participation.

1) Regarding the concepts below, please indicate to what extent you are familiar with them, using a scale of 1 (Not familiar at all) to 9 (Very familiar):

Organic product; Fair trade product; Local product

2) Organic food is produced on farms, which avoid the use of chemical fertilizers, pesticides, or other artificial chemicals. It belongs to a food production system that combines best environment practices, a high level of biodiversity, the preservation of natural resources and the application of high animal welfare standards.

How often do you buy organic products?

Never / Sometimes / About half the time / Most of the time / Always

3) Which of the following reasons would encourage you to buy more organic products? (Select all that apply)

If organic products had higher trust

If organic products had similar prices compared to non organic products

If it had a wider range of organic products

If organic products had offers or promotions

Other (please specify)

4) Fair Trade is a trading partnership that seeks greater equity in international trade, by offering better trading conditions and securing the rights of marginalized producers and workers. The basic principles of organizations involved in Fair Trade are: direct trade, fair prices, decent conditions, respectful relationships, community development, environmental sustainability and respect for local culture.

How often do you buy fair trade goods?

Never / Sometimes / About half the time / Most of the time / Always

5) Which of the following reasons would encourage you to buy more fair trade goods? (Select all that apply)

If there was a better understanding of the impact of fair trade products on the growers

If fair trade products had similar prices compared to regular products

If it had a wider range of fair trade products

If fair trade products had offers or promotions

Other (please specify)

6) Local production is the simplest market linkage pattern in which products produced by local people are sold in local markets, in a strategy to sustain local communities and provide new job opportunities while preserving the quality of the environment.

How often do you buy goods produced locally?

Never / Sometimes / About half the time / Most of the time / Always

7) Which of the following reasons would encourage you to buy more goods produced locally? (Select all that apply)

If there was a clear understanding of where the product comes from

If local products had similar prices compared to regular products

If it had a wider range of goods produced locally

If products produced locally had offers or promotions

Other (please specify)

8) How often do you consume olive oil?

Never

1-2 times a week

3-4 times a week

5-6 times a week

Everyday

Other (please specify)

9) How often do you buy olive oil?

Never

Every week

Every two weeks

Every month

Other (please specify)

10) Below is a list of types of olive oils. Please indicate how likely you are to purchase each one of these products.

Organic olive oil vs Premium olive oil

Premium olive oil vs Fair trade olive oil

Olive oil produced locally vs Premium olive oil

Premium olive oil vs Basic olive oil

Basic olive oil vs Organic olive oil

11) Gender: Male / Female / Other (open)

12) Age (please insert numbers only): open

13) In which country do you live?

Portugal / Brazil / Spain / Germany / France / Other European countries / All other countries

6.2. QUESTIONNAIRE MAIN STUDY

INTRODUCTION:

The present survey is integrated in the development of a master's thesis at Universidade Nova de Lisboa. The main objective is to analyze some aspects involving consumer behavior. Your feedback will provide important contribution to this research as it will help us to better understand the factors influencing the consumer behavior. All data collected under this survey will be used only to attend the purposes of this research. The average time for completing the survey is between 4-7 minutes. For any questions, please do not hesitate to contact us at M20170119@isegi.unl.pt. Thank you for your attention and your participation.

Informed Consent: I agree to participate in this research. (Yes / No)

I) ORGANIC OLIVE OIL

Next, you will answer to some questions regarding organic olive oil. Organic olive oil is a variety of product that is not produced with chemical fertilizers or pesticides and belongs to a production system that combines best environment practices. Recall the last time you have tried an organic olive oil. Considering this information, please proceed with this questionnaire.

a) Have you ever tried an organic olive oil? Yes / No

b) Below is a set of statements regarding attitudes towards environmental concern. Please indicate to what extent you agree or disagree with each statement, using a scale of 1 (Strongly disagree) to 9 (Strongly agree).

I consider myself as an environmentally friendly person.

I believe an organic olive oil brings less impact to the environment than a premium olive oil.

When I think about an organic olive oil, I think it is more environmentally friendly than a premium one.

I believe I will reduce my ecological footprint if I purchase an organic olive oil instead of a premium one.

c) Below is a set of statements regarding product quality. Please indicate to what extent you agree or disagree with each statement, using a scale of 1 (Strongly disagree) to 9 (Strongly agree).

I believe an organic olive oil has better quality than a premium olive oil.

I believe an organic olive oil is better for my health than a premium one.

If a friend asks for recommendation, I would recommend an organic olive oil instead of a premium one.

d) Below is a set of statements regarding attitudes regarding product price. Please indicate to what extent you agree or disagree with each statement, using a scale of 1 (Strongly disagree) to 9 (Strongly agree).

I would pay more for an organic olive oil than for a premium olive oil.

I believe an organic olive oil has a higher value for money than a premium one.

Price is a decisive factor if I had to choose between an organic or premium olive oil.

e) When you think about purchasing an organic olive oil, how much would you feel each of these emotions? Please use the scale of 1 (not at all) to 9 (a lot).

Pride / Happiness / Pleasure / Shame / Guilt / Regret

f) Below is a set of statements regarding consumers emotions towards a product. Please indicate to what extent you agree or disagree with each statement, using a scale of 1 (Strongly disagree) to 9 (Strongly agree).

I feel more satisfied to consume an organic olive oil than a premium one.

I feel prouder to consume an organic olive oil than a premium one.

I believe an organic olive oil is more exclusive than a premium one.

I believe that consuming an organic olive oil will bring me higher status in my social life if compared to a premium olive oil.

If I was in a public exposure situation, I would prefer to buy an organic olive oil instead of a premium one.

2) PREMIUM OLIVE OIL

Next, you will answer to some questions regarding premium olive oil. Premium olive oil is a variety of product that is produced with top quality and high production standards. Recall the last time you have tried a premium olive oil. Considering this information, please proceed with this questionnaire.

a) Have you ever tried a premium olive oil? Yes / No

b) Below is a set of statements regarding attitudes towards environmental concern. Please indicate to what extent you agree or disagree with each statement, using a scale of 1 (Strongly disagree) to 9 (Strongly agree).

I consider myself as an environmentally friendly person.

I believe a premium olive oil brings less impact to the environment than an organic olive oil.

When I think about a premium olive oil, I think it is more environmentally friendly than an organic one.

I believe I will reduce my ecological footprint if I purchase a premium olive oil instead of an organic one.

c) Below is a set of statements regarding product quality. Please indicate to what extent you agree or disagree with each statement, using a scale of 1 (Strongly disagree) to 9 (Strongly agree).

I believe a premium olive oil has better quality than an organic olive oil.

I believe a premium olive oil is better for my health than an organic one.

If a friend asks for recommendation, I would recommend a premium olive oil instead of an organic one.

d) Below is a set of statements regarding attitudes regarding product price. Please indicate to what extent you agree or disagree with each statement, using a scale of 1 (Strongly disagree) to 9 (Strongly agree).

I would pay more for a premium olive oil than for an organic olive oil.

I believe a premium olive oil has a higher value for money than an organic one.

Price is a decisive factor if I had to choose between a premium or organic olive oil.

e) When you think about purchasing a premium olive oil, how much would you feel each of these emotions? Please use the scale of 1 (not at all) to 9 (a lot).

Pride / Happiness / Pleasure / Shame / Guilt / Regret

f) Below is a set of statements regarding consumers emotions towards a product. Please indicate to what extent you agree or disagree with each statement, using a scale of 1 (Strongly disagree) to 9 (Strongly agree).

I feel more satisfied to consume a premium olive oil than an organic one.

I feel prouder to consume a premium olive oil than an organic one.

I believe a premium olive oil is more exclusive than an organic one.

I believe that consuming a premium olive oil will bring me higher status in my social life if compared to an organic olive oil.

If I was in a public exposure situation, I would prefer to buy a premium olive oil instead of an organic one.

DEMOGRAPHICS:

Gender: Male / Female / Prefer not to say

Age (please insert numbers only): open

This research is about: Premium olive oil / Organic olive oil

What level of education do you attend?

Undergraduate / Bachelor's degree / Postgraduate degree / Master's degree / Doctorate degree / Other

Please indicate your nationality:

Portugal / Brazil / Spain / Germany / France / Other European countries / All other countries

